

Ankitha Venkata

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I am a 2023 MS Information Systems graduate from the University of Washington, looking for opportunities in the space of Data Analytics and Business Intelligence. My engineering background has given me a strong foundation in technology tools while working in the industry for 2+ years in multiple diverse cross-functional teams has allowed me to apply these concepts in a professional business environment. I believe studying on two different continents has given me the ability to navigate ambiguity, lead teams with diverse opinions and strengthened my technical acumen, helping me graduate as the Valedictorian of the Class of 2023.

EDUCATION

University of Washington – Michael G. Foster School of Business	Seattle, WA
Master of Science in Information Systems (Focus on Data Analytics and Cybersecurity), Class Valedictorian	June 2022 – June 2023
BITS Pilani University (Birla Institute of Technology and Sciences)	Hyderabad, India
B.Eng Electronics and Communication Engineering, Graduated in the First division of Students	Aug 2017 – Aug 2021

WORK EXPERIENCE

Fortuna Identity	Hyderabad, India
Data Analyst	June 2021 – Feb 2022

Cybersecurity startup specializing in Identity and Access Management for Healthcare Institutions

- Implemented data mining techniques in Python such as Frequent Pattern Growth mining to improve the Intrusion Detection System (IDS) and reduce the number of false positives, potentially saving 20 man-hours per week
- Conducted market research and surveyed stakeholders to understand their desired performance metrics visualizations
- Simulated an ETL Data Pipeline from raw data using R shiny and developed a GUI to display proposed dashboards

Data Analyst Intern	May 2020 – July 2020
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- Utilized ELK Stack to analyze network packet logs for trends amongst data packets that were raising false positive alerts
- Implemented a contextual signature database in Python for the Signature-based IDS based on the metadata of safe packets
- Successfully filtered out false positive alerts, bringing down the total number of alerts by 94% per day

Airmeet	Bangalore, India
Business Analyst and Account Management Intern	Jan 2021 – June 2021

Prominent Virtual Events platform startup funded \$150 million by investors including Sequoia Ventures

- Performed competitive analysis based on 40 parameters and proposed a niche market penetration strategy accordingly
- Handled all clientele in APAC and MEA regions, managing client relations and over \$350K of business
- Harnessed the use of CRM software, Tableau visualizations and Metabase queries to analyze company data and made data-driven decisions on customer expansion, lining up \$100K in the pipeline for the next quarter

Directorate of Agriculture, Goa	Goa, India
Business Analyst Intern	May 2019 – July 2019

Information technology division of the Agricultural Department under the Government of Goa

- Developed OCR system using Python to assist government employees in processing handwritten financial aid forms
- Reduced processing time by 8 minutes per form, improving data entry accuracy and automating the tedious work

PROJECTS

Interactive Topic Modelling on banned books	June 2023 - Present
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- Using BERTopic to develop models that identify topic similarities between books that have been banned by state governments

Out & About – User Research and Application Design	Mar 2023 – Present
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- Designed an event-planning application and surveyed over 100 users to understand pain points that should be addressed
- Developed a business strategy considering competitors, KPI success metrics and monetization strategies
- Designed low-fidelity app wireframes using Balsamiq and a high fidelity-prototype using Figma – [Project Summary](#)

Predictive Modeling on Airbnb Listing Prices	Sep 2022 – Feb 2023
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- Analyzed Web-scraped Airbnb listing data to predict the price of a new Airbnb listing based on factors such as location and amenities and performed statistical analyses to suggest property improvements to increase hosts' revenue
- Implemented machine-learning algorithms in R such as Multiple Linear Regression, Random Forests, etc and achieved an RMSE value of 0.85 when predicting the price – [Project Summary](#)

SKILLS

- Areas:** Data Analytics, Data Modeling, Quantitative Methods, Business Intelligence (BI), Data Visualization, Experimental Design & Analysis, Data-driven decision making, Market Research, Big Data Analytics, Machine Learning, Data Mining, A/B Testing
- Programming Languages:** SQL, Python (Pandas, Numpy, Keras, Matplotlib, Scikit-Learn, Seaborn), R (Dplyr, Ggplot2, Caret)
- Technical tools:** Tableau, MS Excel & Access, Metabase, ELK Stack, HubSpot, RStudio, JupyterLab, Rethink DB, Power BI, Figma
- Certifications:** [AWS Certified Cloud Practitioner](#), [\(ISC\)² Certified in Cybersecurity \(CC\)](#)

VOLUNTEER EXPERIENCE AND EXTRACURRICULARS

Girl Up Amara, Head of Social Media and Publicity	Aug 2020 – Aug 2021
BITS MUN Hyderabad, Head of Professional Events	May 2019 – May 2020

ACHIEVEMENTS

Ranked first in the Country in Applied Information and Communication Technology	2017
Secured the highest marks in India in the 11 th grade examinations conducted by Cambridge International Examinations focusing on IT project management, spreadsheet modeling and database management	